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## PATENT

Appl. No. 09/843,589

Attorney Docket No. 450103-05764

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : John Anthony BRUCKNER et al.  
Appl. No. : 09/843,589  
Filed : April 25, 2001  
For : SYSTEM AND METHOD FOR MANAGING INTERACTIVE  
PROGRAMMING AND ADVERTISEMENTS IN INTERACTIVE  
BROADCAST SYSTEMS  
Art Unit : 2611  
Examiner : YIMAM, Harun M.

745 Fifth Avenue  
New York, New York 10151

I hereby certify that this correspondence is being deposited with  
the United States Postal Service as first class mail in an envelope  
addressed to: Commissioner for Patents, P.O. Box 1450,  
Alexandria, VA 22313-1450, on the date shown below.

Samuel S. Lee, Reg. No. 42,701

(Name of Applicant, Assignee or Registered Representative)

Signature

Date of Signature

POWER OF ATTORNEY BY ASSIGNEE AND REVOCATION OF PRIOR POWERS

Commissioner for Patents  
Alexandria, VA 22313-1450

Dear Sir:

Under 37 C.F.R. §3.73(b), Sony Corporation, a Japanese corporation with offices at 7-35  
Kitashinagawa 6-Chome, Shinagawa-ku, Tokyo 141, Japan, and Sony Pictures Entertainment,  
Inc., a Delaware corporation, with offices at 10202 West Washington Boulevard, Culver City,  
California 90232 certify that they are the assignees of 100% of the right, title and interest in the  
utility patent application identified above by virtue of an assignment from the inventor.

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The undersigned has reviewed all the documents in the chain of title of the patent application identified above and, to the best of undersigned's knowledge and belief, title is in the assignees, Sony Corporation and Sony Pictures Entertainment, Inc.

The undersigned, whose title is supplied below, is empowered to act on behalf of the assignees.

The undersigned, acting on behalf of the assignees, hereby revokes all powers of attorney previously granted in the application and appoints:

William S. Frommer (Reg. No. 25,506), and  
Samuel S. Lee (Reg. No. 42,791)  
Frommer Lawrence & Haug LLP  
745 Fifth Avenue  
New York, NY 10151

With full power of substitution and revocation, to prosecute the application and to transact all business in the United States Patent and Trademark Office connected therewith.

All correspondence regarding the application should be sent to William S. Frommer at Frommer Lawrence & Haug LLP, 745 Fifth Avenue, New York, NY 10151; telephone (212) 588-0800; facsimile (212) 588-0500.

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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patents issued thereon.

SONY CORPORATION  
Is Authorized Representative

Date:

9/29/2005

Signature:

Harold Fujii